

ABSTRACT OF THE DISCLOSURE

A method for developing an electrostatic latent image, including forming a magnet brush of a developer including a toner and a carrier on a developing sleeve including a main 5 magnet and auxiliary magnets; and developing the electrostatic latent image with the magnet brush to form a toner image at a rubbing region, wherein the magnetic flux density in a normal line direction, half width, and attenuation ratio of the main magnet and the angle between the main magnet and auxiliary 10 magnets are specified, and the magnetic sleeve has specific grooves thereon, and wherein the toner has a volume average particle diameter of from 4.0 to 7.0 μm , and includes fine particles having a circle equivalent diameter not greater than 2 μm in an amount not greater than 20 % by number.